**PHILIP MORRIS U.S.A.** INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Rich Camisa DATE: November 30, 1989

FROM: Karen Eisen

SUBJECT: Marlboro Ultra Lights Test Market Tracking
Summary Of Previous Brand

The attached table shows the prior brand smoked by current Marlboro Ultra Lights smokers for all three test markets. Cumulatively, over 8,000 interviews have been conducted in Indianapolis and Portland. Nashville reflects only one week of tracking which amounts to 1,000 interviews.

To date, there are 124 Marlboro Ultra Lights smokers in Indianapolis, 97 in Portland and 28 in Nashville.

KE/dsr

cc: K. Altenberg
R. Anise
D. Beran
C. Cohen
D. Dangoor
T. Garguilo
C. Levy
N. Lund
M. Verscaj

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Source: https://www.industrydocuments.ucsf.edu/docs/nylj0004